

# The Daily: How affiliate amplifies all marketing, strengths of live sports streaming, and googles fines

Audio

On today's episode, we discuss how affiliate is the power player in the consumer journey and an amplifier of all marketing channels' efforts. "In Other News," we talk about the significance of all of these Google fines and the biggest strengths and weaknesses for the future of live sports streaming. Tune in to the discussion with our analyst Paul Verna and CJ's senior vice president of client development Sommer Urias.



Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts.

CJ is the largest, most trusted name in global performance marketing, specializing in affiliate marketing technology and services. We are the platform of choice for driving profitable growth for global brands around the world across all verticals, leveraging unparalleled data, technology, and strategic expertise for a truly customer-centric approach. We dare to think big and drive even bigger results.